



Industrial Info
Resources

MARKETING YOU TO THE INDUSTRIAL WORLD!



Target the **PERFECT** Buyer



Targeted Email
Campaigns



Webinars



Banner Advertising



Sponsorships



TARGETED EMAIL CAMPAIGNS

More than 480,000 validated email addresses
Target your message to the right audience

Mobil Industrial Lubricants

Maximize your Mitsubishi turbines with new Mobil DTE™ 732 M

You rely on your Mitsubishi turbines to power production. Rely on new Mobil DTE™ 732 M to help protect those turbines.

NOW AVAILABLE IN THE U.S.

Proven in extensive testing, Mobil DTE 732 M has been awarded the highest quality specification from Mitsubishi Heavy Industries for outstanding performance.

Mobil DTE 732 M is engineered to help deliver:

- Optimum turbine reliability
- Long equipment life
- Limited downtime and maintenance

Read what **World Industrial Reporter** and **PennEnergy** say about Mobil DTE 732 M.

Mobil DTE 732 M helps keep your turbines running.

Mobil DTE 732 M can help power your productivity. **FIND OUT HOW ▶**

For more information, visit mobilindustrial.com or call 1-800-662-4525. For additional help, contact [Technical Help Desk](#).

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EMAIL SAMPLE

EXPAND Your Company's Reach

Use electronic media to get your promotion in front of industrial email marketing service that includes artwork preparation, execution and reporting.

CHOOSE The Right Contacts

With over 480,000 validated email addresses in our industrial plant information platform, reach 139,000 locations worldwide (77,000 in North America) with a promotion that has more impact than standard mail.

Select from the following contacts and industries to target your message to the right audience.

Plant Level Contacts Include:

- Plant Manager
- Maintenance Manager
- Engineering Manager
- Environmental Manager
- Safety Manager
- Utilities
- Manager
- HR Manager
- Purchasing Manager
- Supervisors & Operators
- Planners

Industries Include:

- Power
- Terminals (Oil & Gas)
- Pipelines (Oil & Gas)
- Production (Oil & Gas)
- Alternative Fuels
- Petroleum Refining
- Chemical Processing
- Metals & Minerals
- Pulp & Paper
- Food & Beverage
- Industrial Manufacturing
- Pharmaceutical & Biotech





COMPLETE WEBINAR SOLUTIONS

Let us promote, run and report on your webinar
Then you can focus on one thing... presenting



**Leverage the cloud to execute agile projects,
mitigate risk and compete effectively – against all odds**

Please Join AVEVA for this Free Webinar
Wednesday, July 29, 2020 - 10:00 AM CDT, 4:00 PM BST

[Click Here to RSVP](#)

Webinar Topic:

The capital project industry is preparing for a significant shift, and nearly everyone agrees – digital transformation to enable improved collaboration across the asset lifecycle will be the difference maker for the industrial sector of the future.

Join Lee Tedstone, Head of Project Execution at AVEVA, and Maged Selim, Head of Engineering and Design at AVEVA, to hear how a secure and collaborative cloud approach to capital project execution can create alignment between EPC and Owner Operators to enable winning outcomes for all parties involved.

[Register now](#) to hear how you can create a sustainable future for complex industrial projects around the world, and improve both cost and schedule by leveraging greater project flexibility, connectivity, and agility on the Cloud.

In this session, Lee and Maged will discuss:

- Learn how a data-centric approach is key for the digital twin, breaking down the silos between the design phases to optimize your projects, providing your business with greater agility, efficiency and reduced risk
- How to go beyond connecting construction workers to equip workers, teams and project parties with best practice, defined (repeatable) process, and shared, instantaneous, and mutually trusted information
- Value drivers for flexible technology deployments beyond the usual – approach technology adoption the way you do your projects, expecting change, and adapting flexibly throughout

About Our Speakers:



Lee Tedstone
Head of Project Execution, AVEVA

Lee Tedstone is Global Vice President leading the Procurement and Construction business at AVEVA. He holds an Master's Degree in Engineering from Queens University in Belfast, NI, Ireland and has been involved in numerous engineering and capital projects over the past 20 years in executive leadership, sales and marketing, strategy, and technical roles. Lee is responsible for defining the Procure, Construct and Handover Portfolio strategy to help EPC's and Owners in the industrial plant and marine sectors to drive efficiency through use of technology in the capital project part of the Asset Lifecycle.



Maged Selim
Head of Integrated Engineering & Design, AVEVA

Maged is a CAE professional with an international and world class reputation, specialising in systems integration and workflow analysis. He holds a Bachelor's of Science in Chemical Engineering and Masters of Science in Computer Aided Engineering. He has over 20 years experience in asset life cycle management, standards and non-standards based integration, solution architecture and implementation within the process & power and industry.

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WEBINAR SAMPLE

Industrial Info Will:

- Design, build and test the email invite
- Supply contacts from our plant and project information platforms
- Send emails three times before the event
- Send reminder emails to attendees
- Provide you the attendee list, including contact information
- Provide you with an MP4 of the webinar

Are You Ready to Host a WEBINAR?

Hosting a webcast can be a daunting task with many challenges before you even start your presentation. Let Industrial Info Resources save you time, while at the same time maximizing your exposure to the industrial market.

CHOOSE the Right Contacts

Utilizing Industrial Info's information platform of 240,000 plant, project and company contacts, we can get your webinar in front of the right people in the right industry.

Plant Level Contacts Include:

- Plant Manager
- Maintenance Manager
- Engineering Manager
- Environmental Manager
- Safety Manager
- Utilities Manager
- HR Manager
- Purchasing Manager
- Supervisors & Operators
- Planners

Industries Include:

- ⚡ Power
- 🛢️ Terminals (Oil & Gas)
- 🛢️ Pipelines (Oil & Gas)
- 🏭 Production (Oil & Gas)
- 🔥 Alternative Fuels
- 🛢️ Petroleum Refining
- 🧪 Chemical Processing
- 🏭 Metals & Minerals
- 🌲 Pulp & Paper
- 🍷 Food & Beverage
- 🏭 Industrial Manufacturing
- 💊 Pharmaceutical & Biotech

Pricing: Full service webinar solutions starting at \$9,800



BANNER ADVERTISING

More than 2 million web views annually
Over 70,000 daily email readers

PROMOTE Your Company to Industry Peers!

Industrial Info provides banner advertising, allowing you to advertise your company directly from our site or email to your company website. IIR's website receives an average of 174,000+ visits per month and our email digest is delivered to over 70,000 subscribers daily.

Put your name in front of the people that matter--industry peer interested in the products and services that you have to offer.

IIR'S HOMEPAGE:

The screenshot shows the Industrial Info Resources homepage. At the top is a navigation bar with links like 'About Us', 'Industry Coverage', 'GMI Database Platform', etc. Below the navigation bar is a 'Leaderboard' section with a large banner for '2023 North American Mid-Year INDUSTRIAL MARKET OUTLOOK'. To the right of the leaderboard are three vertical slots labeled 'Side 1', 'Side 2', and 'Side 3'. Below the leaderboard is a 'Spotlight' section featuring 'GeoXplorer' and 'Industry News Digest'. At the bottom, there's a section for 'Texas Legislation' and 'Survey: U.S. Manufacturers' Capital Spending Outlook Stays Negative'.

IIR'S HOMEPAGE BANNERS

LOCATION	SIZE	3-MONTH	6-MONTH	1-YEAR
Leaderboard	(990x90)	\$5,000	\$7,500	\$11,250
Side 1	(300x250)	\$5,000	\$7,500	\$11,250
Side 2	(300x250)	\$5,000	\$7,500	\$11,250
Side 3	(300x250)	\$4,200	\$6,300	\$8,400
Spotlight	(462x60)	\$3,600	\$5,700	\$7,100

IIR'S INDUSTRY NEWS DIGEST (Email):

The screenshot shows the Industrial Info Resources Industry News Digest email. It features a header with the Industrial Info Resources logo and navigation links. Below the header is a 'Leaderboard' section with a large banner for 'Industry News Digest'. To the right of the leaderboard are four vertical slots labeled 'Side 1', 'Side 2', 'Side 3', and 'Side 4'. The main content area includes several articles with headlines like 'Texas Legislation Would Give \$10 Billion Boost for New Dispatchable Generation', 'Survey: U.S. Manufacturers' Capital Spending Outlook Stays Negative', 'North American Refinery Capacity: A Snapshot of the Next 12 Months', and 'Primoris Expands on Project Wins in U.S. Solar, BESS Markets'.

IIR'S INDUSTRY NEWS DIGEST (EMAIL)

LOCATION	SIZE	3-MONTH	6-MONTH	1-YEAR
Leaderboard	(580x75)	\$5,000	\$7,500	\$11,250
Side 1	(180x150)	\$5,000	\$7,500	\$11,250
Side 2	(180x150)	\$4,800	\$7,200	\$10,850
Side 3	(180x150)	\$4,200	\$6,300	\$8,400
Side 4	(180x150)	\$4,000	\$6,000	\$8,000

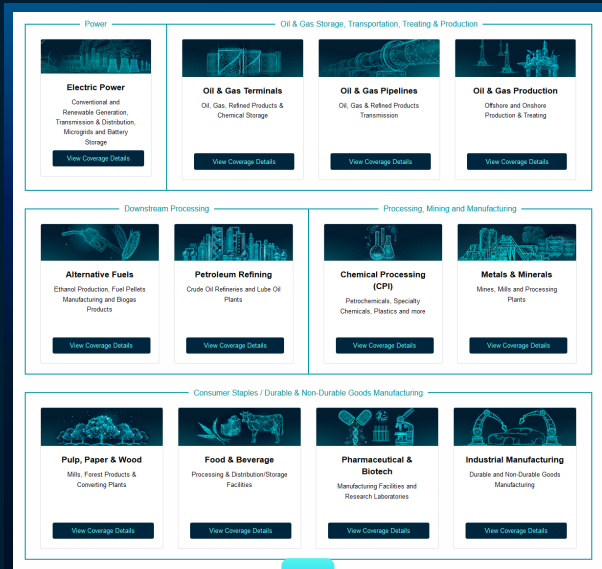
* Ad Sizes and Pricing May Vary

** Banner Locations are Permanent and Not in Rotation



BANNER ADVERTISING

More than 1 million web views annually across 12 Industries
Over 100,000 daily views to specific industry pages



INDUSTRY SKYSCRAPER BANNER

PROMOTE Your Company to Industry Peers!

Industrial Info provides banner advertising, allowing you to advertise your company directly from our site or email to your company website. IIR's website receives an average of 174,000+ visits per month and our email digest is delivered to over 70,000 subscribers daily.

Put your name in front of the people that matter--industry peer interested in the products and services that you have to offer.

INDUSTRY SKYSCRAPER:

LOCATION	SIZE	1-YEAR	INDUSTRIES
Banner	(160x600)	\$14,000	1 OF 12

Industries Available:

- ⚡ Power
- 🛢️ Terminals (Oil & Gas)
- 🛢️ Pipelines (Oil & Gas)
- 🏭 Production (Oil & Gas)
- 🔧 Alternative Fuels
- 🛢️ Petroleum Refining
- 🧪 Chemical Processing
- ⚙️ Metals & Minerals
- 🌲 Pulp & Paper
- 🍷 Food & Beverage
- 🏭 Industrial Manufacturing
- 💊 Pharmaceutical & Biotech



SPONSORSHIP OPPORTUNITIES

4,000 attendees at our last 5 webinars and outlooks
1,000 attendees at our last networking event



NETWORKING EVENT SPONSORSHIP

SPONSORING an Industrial Info Event

Sponsoring an event hosted by IIR provides you an opportunity to align your company's brand with a forward-looking presentation delivered by some of the industry's most respected voices.

Sponsors receive detailed registration information from a captive global audience of industry professionals, providing your sales staff with a database of quality prospects.

Networking Event Sponsorship Includes:

- Three tiers of sponsorship opportunities (Platinum, Gold & Silver)
- Logo and link on all e-invites and printed invites
- Personalized invitations for your own use
- Bar signage
- Host recognition
- Access to VIP entry line

Market Outlook Event Sponsorship Includes:

- Logo on e-invites sent to 60-70k+ industrialinfo.com users
- Logo on post-event email sent to all registered attendees
- Logo on event popup stands
- Logo on a PowerPoint slide during and before the event
- Host recognition during the outlook
- Pre-registration list before the event
- Full attendee list with contact details
- A table top for literature and trinkets

Webinar Sponsorship Includes:

- Logo on e-invites sent to 60-70k+ industrialinfo.com users
- Logo on post-event email sent to all registered webinar users
- Logo on a PowerPoint slide during and before the event
- Host recognition during the webinar
- Pre-registration list before the event
- Full attendee list with contact details



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OUTLOOK SPONSORSHIP

